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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 13

58th Year 1988

The Mega Merger

Whither DBS?

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Vol. 116 No. 11

Broadcasting Mar 13

Big!... Time Inc. and Warner Communications Inc.'s agreement to swap stock and merge into what would be world's largest media

Time Inc.

WARNER COMMUNICATIONS

and entertainment company, fuels speculation about deals to come and reaction from across Fifth Estate. **PAGE 27.**

DBS: Over there, but not here... Although satellite broadcasting has begun to make its mark in Europe and Japan, it is still struggling to gain U.S. foothold. BROADCASTING's special report on direct broadcast satellite begins on **PAGE 42.**

Taking the lead on HDTV... President Bush assigns high-definition television priority status, commerce secretary tells House hearing. **PAGE 33.**

35/**FIGHTING EROSION**
Group W looks to its new

THIS EVENING

show, *This Evening*, to regain access strength.

41/**NONCOMMERCIAL FILM COUP**
Academy Award-nominated "Stand and Deliver" is latest in number of theatrical film releases skipping usual pay cable first window to air on Public Broadcasting Service.

45/**REVIEWING CAMPAIGN**
Participants of Center for Communications-sponsored seminar in New York debate role of press in 1988 presidential campaign.

46/**NEW FROM NEWS CORP.**
Rupert Murdoch's new venture, Media Partners International, will be structured to expand media interests and to help reduce parent company News Corp.'s debt.

49/**RISING PHOENIX**
New York media conglomerate, Hearst Corp., acquires Phoenix Entertainment with plans to produce shows for networks, cable and first-run syndication.

51/**PENNEY INVESTMENT**
J.C. Penney Co. acquires full control of Shop Television Network cable service, which it will use to sell Penney brands.

52/**FCC FURLOUGH?**
Commission may shut down for three-and-half days by end of FY '89 (October) unless it receives $1.4 million supplemental funding it is seeking.

58/**COUNTRY COOL**
Country Radio Broadcasters meet in Nashville for 20th Annual

COUNTRY RADIO SEMINAR · Platinum Anniversary 20 · GROWTH THROUGH SHARING SINCE 1969

Country Radio Seminar, where some say country music format has grown to point that it needs to subdivide.

54/**REDUCING FOREIGN INTERESTS**
House Telecommunications Subcommittee Chairman Ed Markey says he will introduce legislation prohibiting foreign ownership of U.S. cable systems.

56/**GONE TO BAT**
CBS Radio signs four-year contract with Major League Baseball valued at about $50 million.

61/**RE-REGULATION DEBATE**
Hearing in New York focuses on issues of pricing and service since cable industry was deregulated, with some participants calling for consumer protection from cable "monopoly."

65/**NAB PREVIEW**
As Fifth Estate prepares for NAB convention, BROADCASTING looks at various technological offerings slated for display. This week: transmitters.

87/**INTERNATIONAL CONNECTION**
Donald Wear, formerly CBS's Washington vice president, now oversees network's international business, its link to burgeoning world TV industry.

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comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, latter as likely retailers to home market.

HBO parent company, Time Inc., in last quarter of 1988, wrote down value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by $35 million—third of original value. HBO already provides Ku-band feeds of its programing via Satcom K-1. K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "timeframe." It believes 200-watt DBS birds will enable reception of video programing by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	11,653
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	290	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	460	1,434	1,894
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

High-Definition TV

■ House Telecommunications Subcommittee heard from government and industry witnesses at hearings last week (see "Top of the Week"). Commerce Secretary Robert Mosbacher told lawmakers he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Major difference of opinion exists between Electronics Industries Association, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing.

Opinion was split in comments to NTIA over whether U.S. government should continue to support establishment of 1,125/60 HDTV production system as worldwide standard. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Defense Department will provide up to $30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Over 80 proposals for grants were received by Feb. 27 deadline, including proposals from Zenith, Sony and North American Philips.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

International

■ Phone company US West has made joint bid for Hong Kong cable system, franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

West German TV industry made news at February Monte Carlo TV market, first with signing of MCA TV International's largest sin-

Errata

Feb. 13 item in "For the Record" incorrectly listed call sign grant of KTRO-FM to Gee Jay Broadcasting's New FM in **Tri-City, Ore. Call sign granted was KTRO-FM.**

□

In March 6 story on Tele-Communications Inc. review of **pay per view, Eidak test in Milwaukee was on Viacom,** not Warner, cable system.

March 21—"Directing Live Sports," second in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*, Museum, New York. Information: (212) 752-7684.

March 21—*Cabletelevision Advertising Bureau* sales orientation seminar. CAB offices, New York. Information: (212) 751-7770.

March 21-23—*Satellite Broadcasting and Communications Association STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. Park Lane hotel, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 22—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, VP, early morning, Capcities/ABC, and Jack Reilly, executive producer, ABC's *Good Morning America*. Topic: Update on early morning television. Copacabana, New York. Information: (212) 765-2450.

March 22—Second annual *Women in Cable (New York chapter)* "career day." Viacom conference center, New York. Information: (212) 889-4670.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 23—*MTV Networks'* local advertising sales workshop, open to cable systems, interconnects, ad sales/marketing management and account executives. Crystal City Marriott, Arlington, Va. Information: Elizabeth Miropol, (212) 944-4754.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*, Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 28—"Directing Talk Shows," third in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting* and *Directors Guild of America*, Museum, New York. Information: (212) 752-7684.

March 29—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

March 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Winston (Tony) Cox, chairman-CEO, Showtime, on "Cable Month." Copacabana, New York. Information: (212) 765-2450.

March 29—"Upfront '89," syndication conference, featuring new fall first-run programing, sponsored by *Advertiser Syndicated Television Association* and *Ad Age*. New York Hilton, New York. Information: 1-800-233-3425.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programing formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481; fax, (914) 238-5040.

March 31—Deadline for applications to *Gannett Center for Media Studies* leadership institute, for "administrators and aspiring administrators in journalism or mass communications education." Information: Shirley Gazsi, (212) 280-8392.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

March 31-April 2—"Economic Growth and the Quality of Life," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

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April

■ **April 2-5**—*Association of National Advertisers* business-to-business marketing conference. Biltmore, Coral Gables, Fla.

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—"Directing Daytime Dramas," last in four-

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□

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□

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New look. Today (March 13) marks the start of a new graphic on-air look (including logo, opening animation, graphics and new theme music) for ABC's *Good Morning, America*. Six months in development, the new image is designed to project a "cleaner, warmer, and more contemporary look," explained Jack Reilly, executive producer, GMA. The design was created by Marks Communications, Los Angeles. The new theme music was arranged by Frank Gari Productions, also of Los Angeles.

trying to create a magazine reality-based show that has greater depth than some other magazine programs, with stories that touch the heart, people challenging their world, as well as stories from the front pages of newspapers." Among those stories: a follow up to a *Penthouse* magazine story on the sex life of preacher Jimmy Swaggart; a story on Elizabeth Taylor's weight and drug problems, and a story on gigolos.

Such stories prompted one observer to suggest that former Group W Broadcasting chairman, the late Don McGannon, "must be turning over in his grave." Tom Goodgame, president of the company's owned stations division, responded to that: "On some days you would think we were tabloid. I've said to myself: 'Why are we doing that? That is not us.' "

According to Goodgame, the national program was launched "in order to protect the franchise. It's a huge problem trying to keep it alive," although he added that those who have been willing to invest the necessary resources locally have benefited the most. Meginnis, who used to produce the program at WBTV, agreed, noting that the program continues to win its access time period in Charlotte.

"There is a definite dichotomy here," said Goodgame. "We're trying to produce a national show for some, versus a local show for others. There has been a sea change in what the show is and I'm not sure we are where we want to be [yet]."

According to Richard Kurlander, vice president, Petry Television, if Group W had moved sooner to keep the show contemporary, it would now be in position to continue to set the pace in access instead of trying to catch up. "It was the one program that fulfilled the promise of the prime time access rule," which prohibits top-50 market affiliates from using network or off-network entertainment programing between 7 p.m. and 8 p.m., said Kurlander. "It provided the best of both local and syndication programing."

Kurlander said that *Evening/P.M.* had an edge early on because it took advantage of then state-of-the-art technology—the minicam. Part of the show's success was its ability to intrigue viewers each night with

Week 24: CBS, ABC tie for second; CBS wins news

NBC won the prime time week (ended March 5) with a 16.0 rating and a 25.7 share. ABC and CBS tied for second place with a 12.6 rating. The share difference for the latter two networks was a slim 0.2 points, with CBS's 12.6/20.4 just ahead of ABC's 12.6/20.2.

Combined, the three networks delivered a 41.2 rating, which translates to 37.2 million households. Last year for week 24, the big three delivered a combined 44.1 rating, or 39.1 million households. This year's week 24 share was a 66.3, down from last season's 71.0 share for the same period.

In the evening news race for week 24, CBS came out the winner with an 11.5/20 over ABC's 11.2/20 and NBC's 10.5/19. Last season, the news numbers for the same period were CBS 11.3/21, ABC 11.2/20 and NBC 9.6/17.

■ In the Arbitron markets, ABC's *Roseanne* wound up in first place in six of the 14 metered markets. NBC's *Cosby Show* took first place in four markets. *Cheers* (also NBC) came out on top in two markets, Boston and San Francisco. NBC's *Golden Girls* was first in New York, while ABC's *Who's the Boss?* was first in Dallas.

■ In other time periods for week 24, NBC's *Today Show* won the early morning race with a 4.6/21 over ABC's *Good Morning America*, which had a 4.2/18. CBS's *This Morning* posted a 2.6/12. CBS won the daytime race with a 6.0/22 over ABC's 5.5/19 and NBC's 4.3/16.

Nielsen		Net	Show
1	26.2/41	N	Cosby Show
2	25.0/39	N	Different World
3	24.8/36	A	Roseanne
4	24.3/37	N	Cheers
5	23.2/39	N	Golden Girls
6	23.0/36	C	60 Minutes
7	21.6/33	A	Who's the Boss?
8	20.6/30	A	Wonder Years
9	19.8/34	N	Empty Nest
10	19.5/30	N	Dear John
11	19.1/29	A	Coach special
12	19.0/28	N	Matlock
13	18.5/29	N	Night Court
14	18.5/29	N	Unsolved Mysteries
15	17.9/31	N	Amen
16	17.6/28	A	Growing Pains
17	17.6/26	N	ALF
18	17.5/27	A	ABC Monday Movie
19	17.3/27	A	Head of the Class
20	17.3/25	N	Hogan Family
21	17.2/30	C	Knots Landing
22	16.8/25	N	Family Ties
23	16.0/24	N	Day by Day
24	15.8/25	N	My Two Dads
25	15.7/26	N	NBC Sunday Movie
26	15.6/26	C	Dallas
27	15.3/29	N	Unsub special
28	15.3/27	N	227
29	15.2/24	C	CBS Sunday Movie
30	15.1/24	A	Full House
31	15.0/22	A	MacGyver
32	14.8/24	C	David Copperfield special
33	14.7/25	N	L.A. Law
34	14.6/22	C	Designing Women
35	14.5/24	A	Perfect Strangers
36	14.4/22	N	NBC Tuesday Movie
37	14.3/22	C	Miss USA Beauty Pageant
38	14.3/21	C	Murphy Brown
39	14.3/22	N	NBC Monday Movie
40	14.2/25	A	20/20
41	14.0/25	N	Nightingales
42	13.8/23	A	Mr. Belvedere
43	13.4/21	A	ABC Sunday Movie
44	13.1/22	A	Just the Ten of Us
45	13.0/20	A	Coach
46	13.0/21	A	thirtysomething
47	12.8/20	C	Newhart
48	12.8/19	C	What's Alan Watching?
49	12.2/20	N	Father Dowling Mysteries
50	11.9/19	N	Magical World of Disney
51	11.8/19	A	Hooperman
52	11.8/21	C	Falcon Crest
53	11.6/20	C	Kate and Allie
54	11.4/17	F	Married...With Children
55	11.4/20	N	Hunter special
56	11.2/20	C	Wiseguy
57	10.8/16	F	America's Most Wanted
58	10.7/19	A	China Beach
59	10.6/17	C	48 Hours
60	10.4/16	C	Paradise
61	10.0/15	A	Dynasty
62	10.0/16	N	Miami Vice
63	9.8/16	C	Equalizer
64	9.3/16	A	Man Called Hawk
65	9.0/14	C	Hard Time on Planet Earth
66	8.7/15	A	Mission: Impossible
67	8.4/16	C	West 57th
68	7.9/12	A	Debbie Allen special
69	7.8/12	C	Best Catches
70	7.3/12	A	Great Circuses of the World
71	7.3/13	C	Dolphin Cove
72	7.1/11	F	21 Jump Street
73	6.9/13	A	Murphy's Law
74	6.2/9	F	Garry Shandling's Show
75	6.1/10	C	TV 101
76	5.8/10	A	Heartbeat
77	5.0/9	F	Reporters
78	4.9/8	F	Tracey Ullman Show
79	4.7/7	A	Fine Romance
80	4.1/7	F	Duet
81	3.5/6	F	Beyond Tomorrow

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